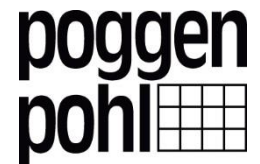


PRESS RELEASE



Herford / Berlin 22nd May 2017

Poggenpohl is “Superbrand 2016 / 2017”

The traditional manufacturer from Herford is honoured as a strong German brand for the 6th time in succession



In the special setting of the exclusive Axel Springer Journalists’ Club in Berlin, the coveted “Superbrands Germany 2016/2017” award has now been bestowed on 50 outstanding product and company brands. This year, the actor and Golden Camera winner, Wotan Wilke Möhring, received the accolade of Superbrand Germany personality.

The long-standing company Poggenpohl now numbers among the strongest German brands for the 6th time in succession. Stephen Smith, Chairman of the international Superbrands Organisation, handed Christiane Dan-

ielsmeyer, Marketing Poggenpohl, the coveted “Superbrands Germany 2016/2017” trophy. “This further award confirms Poggenpohl’s enduring market acceptance. Poggenpohl has been and still is a pioneer of modern kitchens and geared to people’s needs and to today’s requirements, is constantly setting milestones in international kitchen history. Poggenpohl stands for competence. Confidence in the brand and the associated performance promise are at the forefront of consumers’ minds. Poggenpohl’s iconic product design also offers the customer an added value for individual kitchen planning”, Christiane Danielsmeyer said.

Superbrands, as the largest international marketing organisation, has been rewarding a country’s best and strongest brands for more than 22 years now - the “Superbrands Germany” quality label has already been awarded for the seventh time. A high-profile expert panel appraised German product and company brands according to the criteria of brand dominance, customer loyalty and goodwill, in addition to durability and brand acceptance.

Poggenpohl has already won several major prizes this year. The Herford company received the Red Dot Award: Product Design 2017, the German Design Award 2017 “Special Mention” and the Good Design Award 2016, as well as the Plus X Award 2016 for the innovative +STAGE theme units.

Caption (from left):

Stephen Smith (Chairman of the international Superbrands Organisation),
Christiane Danielsmeyer (Marketing Poggenpohl), Norbert Lux (Managing
Director Superbrands Germany)

About Poggenpohl

Poggenpohl has been designing and producing luxury kitchens at the Herford production plant for 125 years, making it the world's longest-established and most renowned kitchen brand. Customized, fitted kitchens delivered to more than 70 countries are created in a manufacturing area of 54,000 m². A global network of 450 Poggenpohl studios with highly qualified designers perfectly implements the customers' conceptions of an ideal kitchen.

Further information / press contact:

Anke Eigenbrod

Telephone: +49 (0) 5221 / 381 331

Email: anke.eigenbrod@poggenpohl.com

Internet: www.poggenpohl.com